

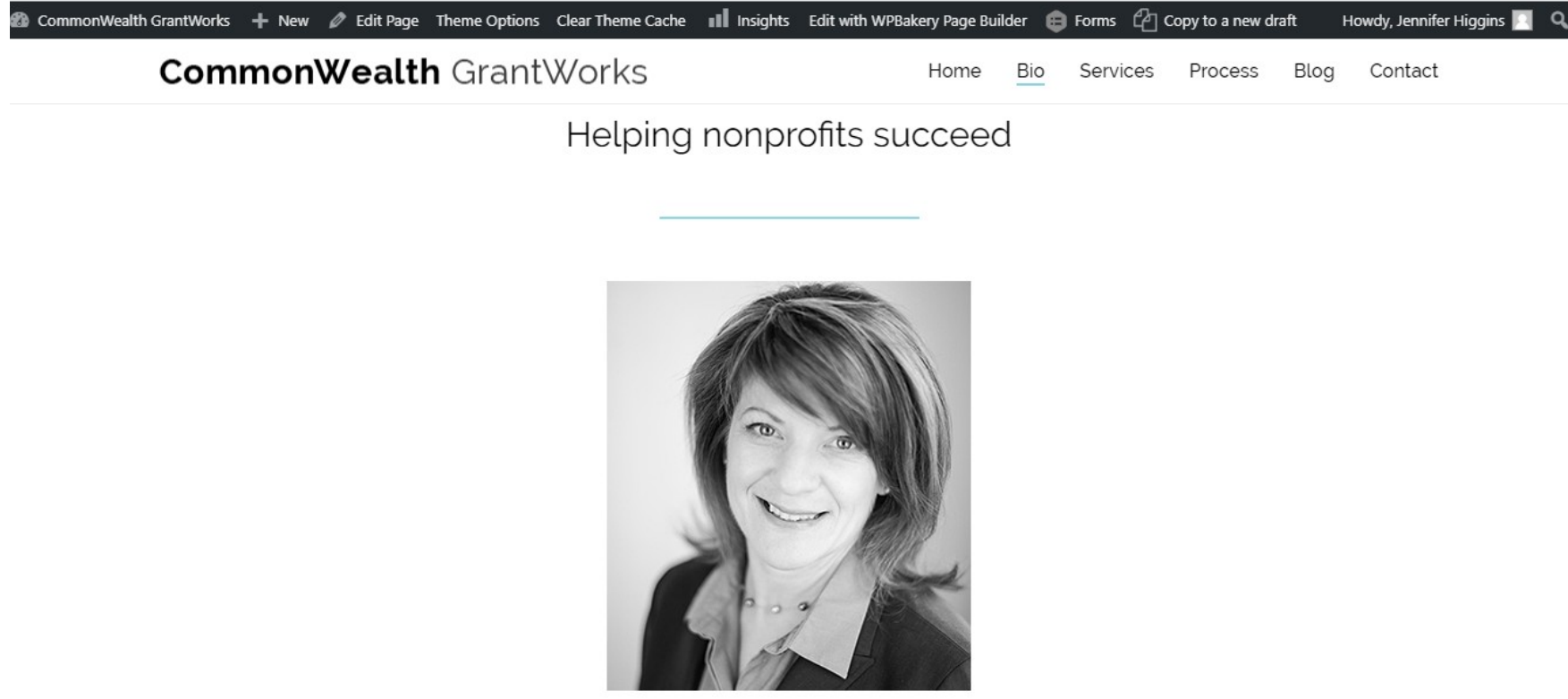
Funding Enhancements on a Shoestring Budget (*Grant-Writing 1.0*)

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Biographical Info

- Founder & Owner of Commonwealth GrantWorks in Northampton, MA
- Doctorate in Gerontology from University of Massachusetts
- Career in clinical research in psychiatry and FDA appointment
- Career in compliance and quality assurance
- Grant-writing for more than 20 years

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Blog



Jennifer Higgins / Resources / April 27, 2020

COVID-19: CARES Act & Small Business Relief Take 2

Where Did It Begin? The Coronavirus Aid, Relief and Economic Security (CARES) Act was signed into law on March 27, 2020. Over \$2 trillion was designated to providing fast and direct economic [...]

READ MORE

Search site



Recent Posts

COVID-19: CARES Act & Small Business Relief Take 2

COVID-19: Realizing Long-Term Stability in a Short-Term Climate

The Luck Factor 🍀

Share the Love

Nonprofit Startup

What's on the agenda?

- Explanation of presentation title
- Definition of grants and the role they play for nonprofits
- Review of where to find grants
- Discussion of how to apply and what to expect

What's with the presentation title?

- My aim is that the presentation serves two purposes:
 - 1) Provide education about grant-writing
 - 2) Outline ways in which it can be done at minimal cost

What are grants?

- A little pet peeve of mine here
- The product you submit is an application, not a “grant”
- The act of receiving and the sum received equals a “grant”
- Grantee versus grantor

What role do grants play for nonprofits?

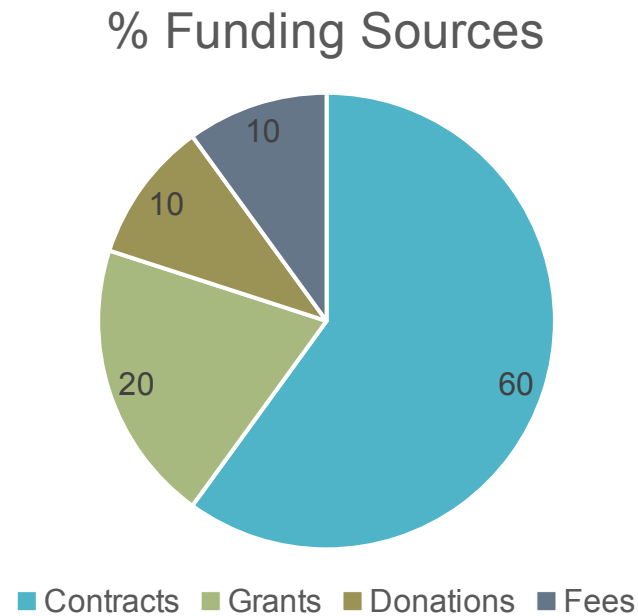
- Truly believe that embedding a grant-writer in the team or contracting out the work is vital to nonprofits, especially today when the reimbursement structure for services is changing so drastically
- Grant-writers are worth the investment—as example, I make a modest income, but I have raised at least \$500 million for area nonprofits in the past several years

What role do grants play for nonprofits?

- Ideally, grants are a portion of the annual budget
- Typically, however, grants constitute very little of nonprofits' financial pies
 - Local agencies report being dependent on state contracts by as much as 98% of budget and merely 1-2% of budget comprised of grants

What role do grants play for nonprofits?

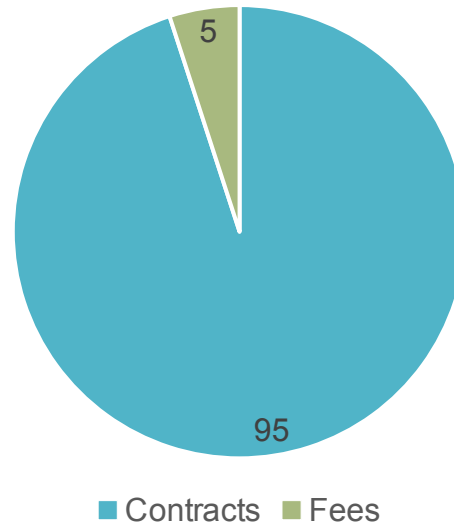
- Healthy budget pie



What role do grants play for nonprofits?

- Unhealthy budget pie

% Funding Sources



Benefits of diversified income streams

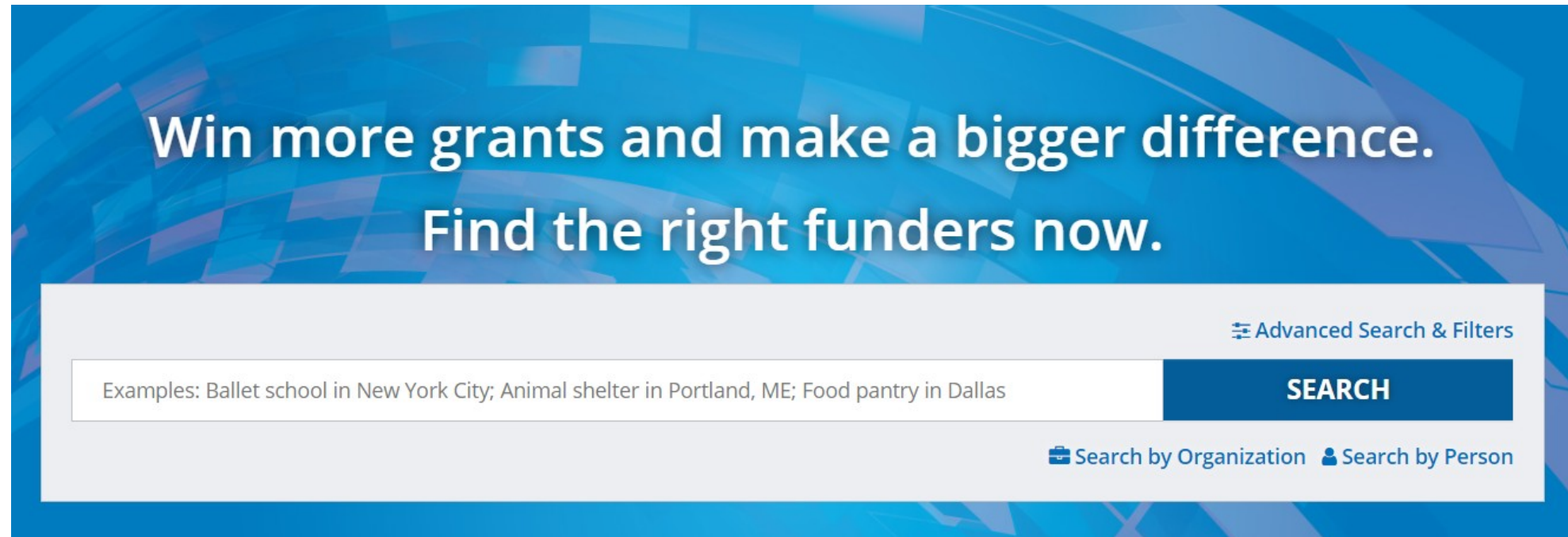
- COVID is a prime example of the need for multiple revenue streams
- Agencies that rely nearly exclusively on state contracts very nearly went bust
- Diversification = rainy day funds for downturns like this

Where do you find grant opportunities?

- **Charitable Foundations**
 - Foundation Directory Online (FDO)
 - List-servs
- **Local Governmental Agencies**
- **State Governmental Agencies**
- **Federal Governmental Agencies**

Where do you find grant opportunities?

- Foundation Directory Online (FDO)



Win more grants and make a bigger difference.
Find the right funders now.

Examples: Ballet school in New York City; Animal shelter in Portland, ME; Food pantry in Dallas

[Advanced Search & Filters](#)

SEARCH

[Search by Organization](#) [Search by Person](#)

Where do you find grant opportunities?

- Foundation Directory Online (FDO)

The screenshot shows the advanced search interface of the Foundation Directory Online (FDO). It features a grid of filter categories with selected options and a search button.

Close Advanced Search & Filters


Subject Area Health ✕	Geographic Focus Massachusetts (United States) ✕	Population Served Adults ✕ People with disabilities ✕
Organization Name Name of specific grantmaker or recipient	Location Location of grantmaker or recipient	Who's Who ? Someone serving in organization












Additional Filters

SEARCH

Where do you find grant opportunities?

- Foundation Directory Online (FDO)

Grantmakers (3,365) 

		Grantmaker	City	State	Country	Total Assets	Total Giving 	Amount Funded 	Grant Count 
		Boston Foundation Inc	Boston	MA	United States	\$1,257,657,000	\$130,105,000	\$10,328,523	896
		The Bank of America Charitable Foundation, Inc.	Charlotte	NC	United States	\$10,495,307	\$169,816,208	\$1,150,391	582
		The Liberty Mutual Foundation, Inc.	Boston	MA	United States	\$89,631,638	\$20,338,481	\$1,412,033	357
		AmazonSmile Foundation	Seattle	WA	United States	\$19,292,556	\$37,169,363	\$82,412	278

Where do you find grant opportunities?

- **Local Governmental Agencies** (check town websites)
 - Types: Community Development Block Grant (CDBG), Arts Funding, etc.
 - Small amounts of funding for capital or programming for nonprofits
 - Seasonally offered – usually once per year at same time
 - Challenging applications but not insurmountable—just plan ahead

Where do you find grant opportunities?

- **State Governmental Agencies**
 - Commbuys (www.commbuys.com)

Attention Vendors: 67 Newly posted bids - Week starting 05/04

Browse by Category

- [Complete Registration](#)

Complete registration here to begin using COMMBUYS. Vendors, please read this disclaimer prior to completing registration.

- [Open Bids](#)

Browse open bid opportunities.

- [Active Contracts](#)

Browse active Contracts/Blankets.

- [Contract & Bid Search](#)

Search for Bids and active Contracts/Blankets.

- [Registered Vendor Search](#)

Search for registered vendors.

Public Bulletins

State of Emergency

Please be aware that the OSD Help Desk staff is operating remotely and, at this time, we are able to access and respond to EMAIL requests or questions. During this period, please email all inquiries to OSDHelpDesk@mass.gov or call us at 1-888-627-8283.

Punchout Unavailable

The NorthEast Electrical PunchOut is unavailable. This page will be updated once Punchout ordering is restored. We apologize for the inconvenience.

Important Links

[Statewide Contract Emergency Response Guide](#)

[FAC105 Statewide Contract Reopened to Add Hardware St...](#)

[Online Classes for Buyers](#)

[Online Classes for Vendors](#)



What is Commbuys?

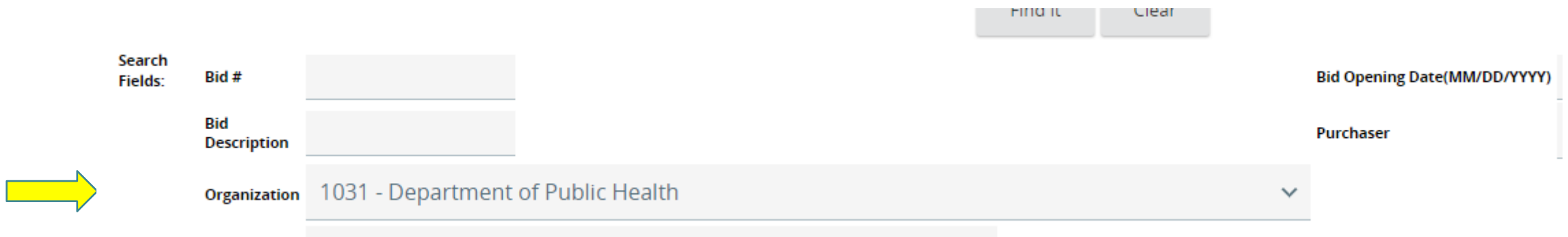
- COMMBUYS is Massachusetts' online procurement platform, which links public purchasers in search of products and services with vendors who are able to provide them.
- Set up a COMMBUYS vendor profile to receive bid notices in your areas of interest, submit quotes, and potentially transact business with the state after winning an award.

Key Commbuys Definitions

- Seller: Seller is the role for vendor users accessing the system to view and respond to solicitation opportunities (Bids) and acknowledge received Purchase Orders.
- Open Bid: Open Bids are those that allow any vendor to submit a response, even those not originally notified of the Bid upon publication. Open Bids are also viewable to users without a login ID from the Login Screen using the Open Bids link.
- Bid Opening Date: Date and time when a bid closes, or deadline for applying, which is counterintuitive.
- Quote: Quote documents are the mechanism used by vendors to respond to solicitation opportunities. Users complete Quotes by providing price quotes for solicited items, answering any posed questions and denoting acceptance/non-acceptance of the Terms and Conditions of the solicitation.

Where do you find grant opportunities?

- **State Governmental Agencies**
 - Commbuys (www.commbuys.com)



The screenshot shows a search interface for Commbuys. At the top right, there are two buttons: "Find It" and "Clear". Below these are three search fields: "Bid #", "Bid Description", and "Organization". The "Organization" field is currently filled with "1031 - Department of Public Health" and has a dropdown arrow on the right. To the right of the search fields, there are two labels: "Bid Opening Date(MM/DD/YYYY)" and "Purchaser". A yellow arrow points to the "Organization" field.

Search Fields:		
Bid #	<input type="text"/>	Bid Opening Date(MM/DD/YYYY)
Bid Description	<input type="text"/>	Purchaser
Organization	1031 - Department of Public Health	▼

Where do you find grant opportunities?

1-25 of 3844
1 2 3 4 5 6 7 8 9 10 ▶ ▶

Bid #	Contract/Blanket #	Buyer	Description	Bid Opening Date
BD-20-1031-ADMIN-ADM08-51199		Mary Beth Curley	RFR 190128 Municipal Board of Health Tobacco and Public Health Policy Programs Re-Open	06/30/2021 12:00:00 AM
BD-20-1031-BFHN0-BFH01-51171	PO-15-1080-OSD01-OSD10-00000004756	Aura Urena	WIC-280 YOU'VE GOT WHAT IT TAKES	05/07/2020 09:00:00 AM
BD-20-1031-BHCSQ-HCS01-50999		Mary Beth Curley	W20164 Notice of Intent	05/08/2020 12:00:00 PM
BD-20-1031-BSAS0-BSA01-50907		Mary Beth Curley	W21017 Notice of Intent	05/08/2020 04:00:00 PM
BD-20-1031-BHCSQ-HCS08-50906		david harvey	RFR 211629 Healthcare Professionals for Expert Witness Services	06/30/2029 12:00:00 AM
BD-20-1031-BSAS0-BSA01-50905		Mary Beth Curley	W21016 Notice of Intent	05/08/2020 04:00:00 PM
BD-20-1031-BSAS0-BSA01-50904		Mary Beth Curley	W21015 Notice of Intent	05/08/2020 05:00:00 PM



Useful Tip

- Commbuys system is a bit unwieldy. It is always best to have available the Bid number for ease of searching the vast system.

Polling Question

- Please choose between video 1 and 2 in the upcoming poll.

1 = how to search for bids in Commbuys

2 = how to create a quote in Commbuys (i.e., submit an application)

- If we have time at the end, we will view the chosen video.

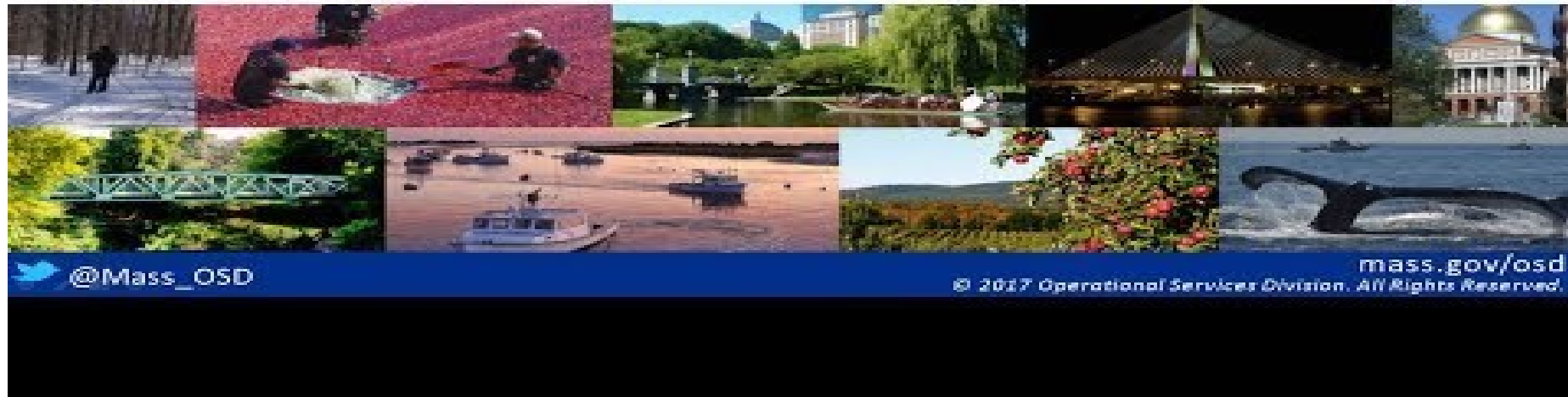
Searching for Bids in Commbuys

VENDORS



How to Search for Bid Solicitations in COMMBUYS

Serving Public Buyers and Vendors of the Commonwealth of Massachusetts



<https://www.youtube.com/watch?v=1JsaLA434PM&feature=youtu.be>

Creating a Quote in Commbuys

VENDORS




How to Create a Quote in COMMBUYS

Locate and Respond to Bid Solicitations

Serving Public Buyers and Vendors of the Commonwealth of Massachusetts



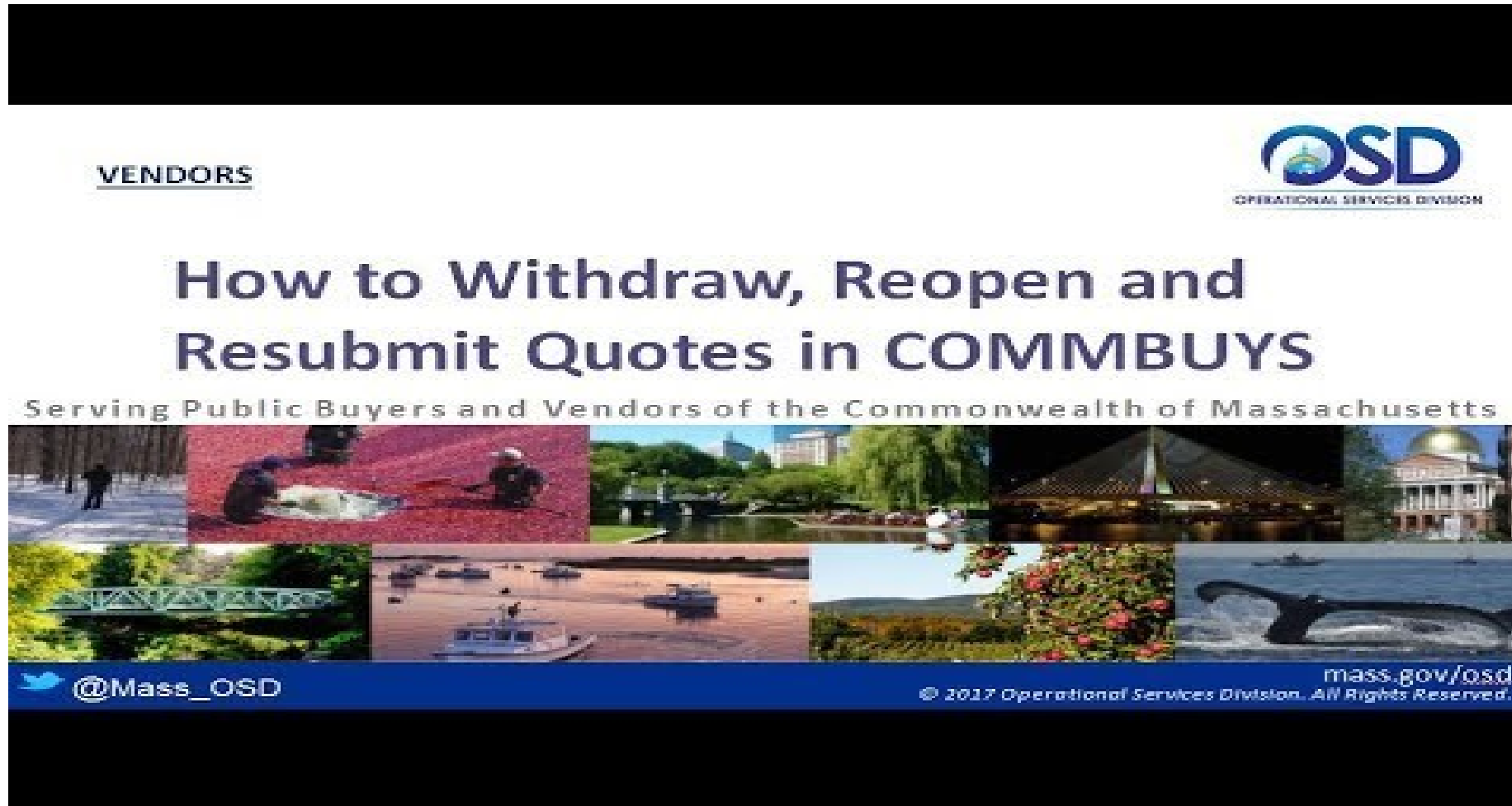
 @Mass_OSD

mass.gov/osd
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Useful Tips

- Almost always the RFR will instruct vendors to select “No Charge” and uncheck “No bid” when submitting a quote.
- Follow any file naming conventions listed in the RFR before uploading required attachments.

Other Quote Activities in Commbuys




VENDORS

OSD
OPERATIONAL SERVICES DIVISION

How to Withdraw, Reopen and Resubmit Quotes in COMMBUYS

Serving Public Buyers and Vendors of the Commonwealth of Massachusetts



[@Mass_OSD](https://twitter.com/Mass_OSD) mass.gov/osd

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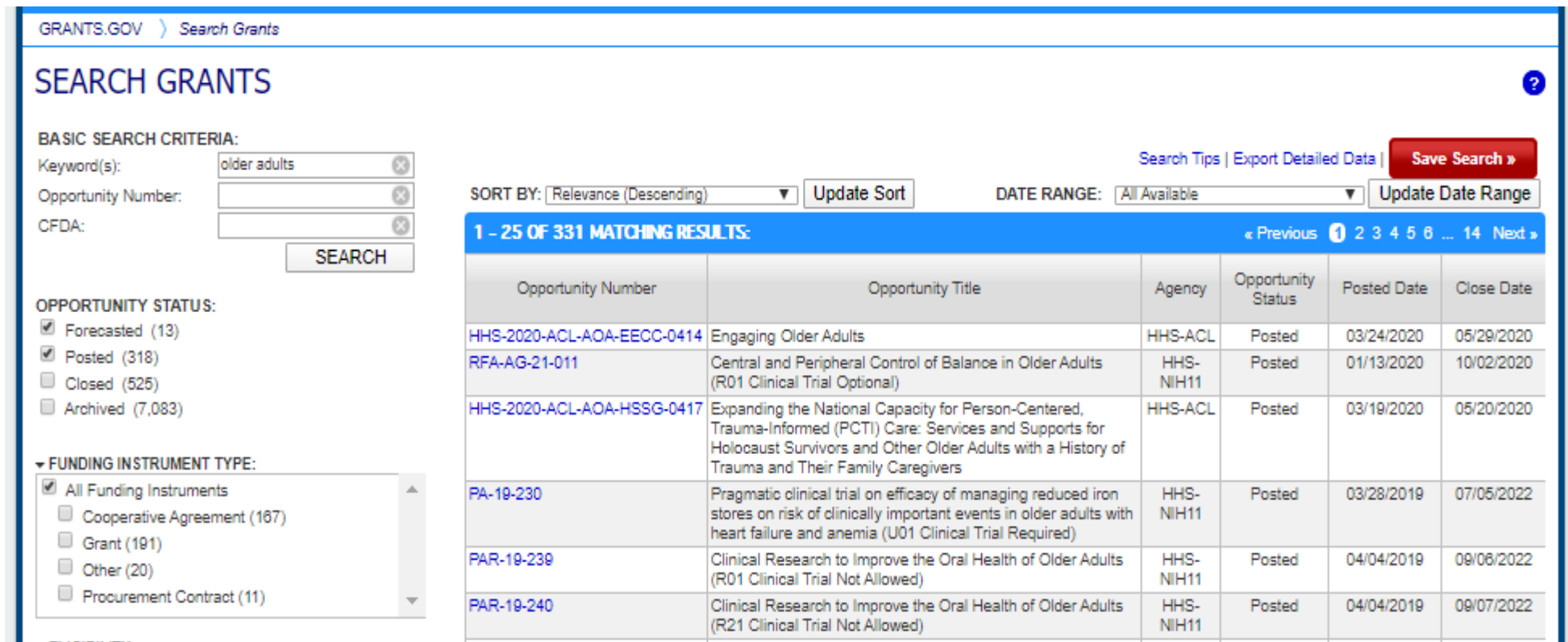
<https://www.youtube.com/watch?v=uKf4nbl0-0U&feature=youtu.be>

Useful Tips

- A withdrawn quote that is reopened will contain all of the original content entered into or attached to the quote. Before resubmitting the quote, be sure to make any necessary changes.
- A quote can only be reopened and/or resubmitted prior to the bid opening date which, again, is the deadline for applying.

Where do you find grant opportunities?

- **Federal Governmental Agencies**
 - Grants.gov (www.grants.gov)



The screenshot shows the Grants.gov search interface. On the left, there are search filters for 'BASIC SEARCH CRITERIA' (Keyword: older adults), 'OPPORTUNITY STATUS' (Forecasted, Posted, Closed, Archived), and 'FUNDING INSTRUMENT TYPE' (All Funding Instruments, Cooperative Agreement, Grant, Other, Procurement Contract). The main area displays '1 - 25 OF 331 MATCHING RESULTS' in a table. A yellow arrow points to the search filters, and another points to the table results.

Opportunity Number	Opportunity Title	Agency	Opportunity Status	Posted Date	Close Date
HHS-2020-ACL-AOA-EECC-0414	Engaging Older Adults	HHS-ACL	Posted	03/24/2020	05/29/2020
RFA-AG-21-011	Central and Peripheral Control of Balance in Older Adults (R01 Clinical Trial Optional)	HHS-NIH11	Posted	01/13/2020	10/02/2020
HHS-2020-ACL-AOA-HSSG-0417	Expanding the National Capacity for Person-Centered, Trauma-Informed (PCTI) Care: Services and Supports for Holocaust Survivors and Other Older Adults with a History of Trauma and Their Family Caregivers	HHS-ACL	Posted	03/19/2020	05/20/2020
PA-19-230	Pragmatic clinical trial on efficacy of managing reduced iron stores on risk of clinically important events in older adults with heart failure and anemia (U01 Clinical Trial Required)	HHS-NIH11	Posted	03/28/2019	07/05/2022
PAR-19-239	Clinical Research to Improve the Oral Health of Older Adults (R01 Clinical Trial Not Allowed)	HHS-NIH11	Posted	04/04/2019	09/06/2022
PAR-19-240	Clinical Research to Improve the Oral Health of Older Adults (R21 Clinical Trial Not Allowed)	HHS-NIH11	Posted	04/04/2019	09/07/2022

Where do you find grant opportunities?

- A bit more on federal grants...
 - Highly competitive – may offer only 1 award across country
 - Require history of data collection and demonstrated impact
 - Best to apply for after conducting a pilot study of your idea

AFC-Specific Grant Opportunities

- They are sundry, if you get creative with your searches.
 - Search terms include: aging, older adults, seniors, disabilities, housing
 - Will want programmatic support, such as for the AFC match, transportation, training, recreation, etc.
 - Examples: Brookdale Foundation, AARP, Alzheimer's Foundation of America, Mifflin Memorial Fund, **Bader Philanthropies (deadline 7/2/2020)**


AFC-Specific Grant Opportunities

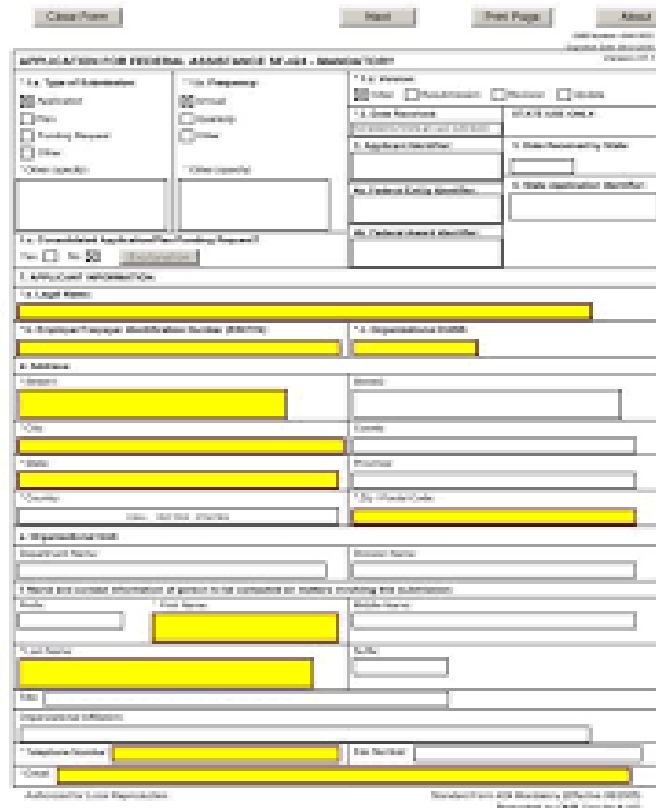
- Commbuys may offer funding opportunities as well. In Commbuys, you would want to search for new opportunities through the **Executive Office of Health and Human Services**, which posts MassHealth program opportunities.
- Alternatively, you could contact the Commbuys helpdesk and ask them to modify your account to receive all **EOHHS funding notices via email**.
- Of course, there are other Commbuys organizations to search, including Department of Labor (i.e., safety training grants), Mass DOT (i.e., new vehicles), Massachusetts Rehabilitation Commission (i.e., assistive equipment).

How do you apply?

- Follow instructions in opportunity announcement (may be online, email, or hard copy via mail)
- Develop a workplan and task timeline (who does what and when)
- Revise, revise, revise!
- If using multiple writers, be sure final product is in one literary voice.

How do you apply?

- Be prepared to complete all attachments (i.e., budgets, signatory forms, federal forms)
- SF 424 Example 
- Leave ample time



The image shows a screenshot of the SF 424 application form. The form is titled "APPLICATION FOR FEDERAL ASSISTANCE SF-424 - Standard Form" and includes a header with "Clear Form", "Print", "Print Page", and "Reset" buttons. The form is divided into several sections, with yellow highlights on various fields:

- 1. Type of Submission:** "Application" is selected.
- 2. Applicant Information:** Fields for "Applicant Name", "Address", "City", "State", and "Country" are highlighted.
- 3. Organizational Data:** Fields for "Department Name", "Division Name", "Address", "City", "State", and "Country" are highlighted.
- 4. Applicant Contact Information:** Fields for "Applicant Name", "Address", "City", "State", and "Country" are highlighted.
- 5. Applicant Information:** Fields for "Applicant Name", "Address", "City", "State", and "Country" are highlighted.
- 6. Applicant Information:** Fields for "Applicant Name", "Address", "City", "State", and "Country" are highlighted.
- 7. Applicant Information:** Fields for "Applicant Name", "Address", "City", "State", and "Country" are highlighted.
- 8. Applicant Information:** Fields for "Applicant Name", "Address", "City", "State", and "Country" are highlighted.
- 9. Applicant Information:** Fields for "Applicant Name", "Address", "City", "State", and "Country" are highlighted.
- 10. Applicant Information:** Fields for "Applicant Name", "Address", "City", "State", and "Country" are highlighted.

What are your odds?

- Research on receipt of awards for submitted applications reveals about a 10% rate of return on investment (ROI), which means you have about a **10% chance of getting funding**. So, if you submit 10 applications, you may get 1.
- My work has told me, however, that this statistic may not be accurate. **My ROI is closer to 30%**. So, for every 10 applications I submit, I am likely to obtain 2-3.
- Rule of thumb is to be persistent and thick-skinned.

What about grant-writing etiquette?

- Make sure there's good fit between your “ask” and the funding opportunity
- Call ahead if permitted to confirm they will accept your application
- Follow their application instructions **EXACTLY**
- Plan ahead so not to miss deadlines
- Graciously accept award (or declination)
- If declined, request a de-briefing to learn how to improve upon your application

You receive the award; now what?!

- Pay close attention to terms of the award (i.e., evaluation, reports)
- Track your awards, which can be very burdensome, to ensure you are re-applying on time, meeting their deadlines, etc. (i.e., Excel worksheet, grants management software)
- Sing the praises of your funder whenever and wherever you can (i.e., check presentation, social media, annual report, at live events)

You receive the award; now what?!

- Invite funder to a site visit with clients/ families/ beneficiaries of the award (being careful about privacy and confidentiality issues)
- Send occasional updates, notecards, holiday cards, etc.
- Keep as close contact as possible

Questions?

Everyone is a winner!

- Send me an email referencing today's presentation, and I will randomly select a winner to receive a pair of earbuds. Be sure to include your mailing address!



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